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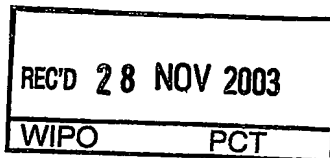
I, the undersigned, being an officer duly authorised in accordance with Section 74(1) and (4) of the Deregulation & Contracting Out Act 1994, to sign and issue certificates on behalf of the Comptroller-General, hereby certify that annexed hereto is a true copy of the documents as originally filed in connection with the patent application identified therein.

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Your reference ccTLD Typo II (UK)

25NOV02 E765790-1 D10092
P01/7700 0.00-0227359.7

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0227359.7

The **Patent Office**	Request for grant of a Patent
	Form 1/77 Patents Act 1977

1   Title of invention

Typographical default website traffic generation

2.   Applicant's details

[X]   First or only applicant

2a   If applying as a corporate body: Corporate Name

Country

2b	If applying as an individual or partnership	
	Surname	Seeman
	Forenames	Robert

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	UK Postcode	N10 3JR
	Country	GB
	ADP Number	8495145001

	Second applicant (if any)	
2d	Corporate Name	
	Country	
2e	Surname	
	Forenames	
2f	Address	
	UK Postcode	
	Country	
	ADP Number	

3	Address for service	
	Agent's Name	Origin Limited
	Agent's Address	52 Muswell Hill Road London
	Agent's postcode	N10 3JR
	Agent's ADP Number	~~C03274~~ 7270457002

☐	Second applicant (if any)
2d	Corporate Name
	Country

2e	Surname
	Forenames

2f	Address
	UK Postcode
	Country .
	ADP Number

3 Address for service

Agent's Name	Origin Limited
Agent's Address	52 Muswell Hill Road London
Agent's postcode	N10 3JR
Agent's ADP Number .	~~C03274~~ 7270457002

4	Reference Number
	ccTLD Typo II (UK)

5   Claiming an earlier application date

An earlier filing date is claimed:

Yes ☐   No ☒

Number of earlier
application or patent number

Filing date

15 (4) (Divisional)   8(3)   12(6)   37(4)

☐   ☐   ☐   ☐

6   Declaration of priority

Country of filing	Priority Application Number	Filing Date
GB	0225241.9	30 October 2002 (30.10.2002)

7 Inventorship

The applicant(s) are the sole inventors/joint inventors

Yes ☐   No ☒

8 Checklist

		Continuation sheets	
Claims	0	Description	3
Abstract	0	Drawings	0

CF

Priority Documents	~~Yes~~/No
Translations of Priority Documents	~~Yes~~/No
Patents Form 7/77	~~Yes~~/No
Patents Form 9/77	~~Yes~~/No
Patents Form 10/77	~~Yes~~/No

9 Request

We request the grant of a patent on the basis
of this application

Signed: *Origin Limited*   Date: 25 November 2012

(Origin Limited)

Typographical Default Website Traffic Generation

Introduction

The increasing need of businesses to market on the Internet demands novel marketing methods to target advertisements at interested customers in order to increase conversion of advertisements into sales.

Web search engines, such as Google.com, generally return a long list of websites for people who have searched for a generic item. For example, people searching for "paper" are presented with thousands of websites relating to "paper". In this description of the invention, "paper" is used simply as one example. Any other generic dictionary word or combination of two or more dictionary words without spaces, i.e. "fountainpens" or "fastcars" may be substituted for "paper".

To cut though the excess of choice returned by search engines, some Web users, from time to time, avoid using search engines and simply add a ".com" or ".net" to the generic item they are looking for, i.e. "paper.com" or "paper.net", and type it directly into the Universal Resource Locator (URL) line in the web-browser. In this way, they are making a guess that they may be taken directly to a website dedicated to what they are searching for, i.e. "paper". The invention stems from the fact that Web users regularly make typographical errors. Specifically, they might mistype the ".com" or ".net" ending portion of the URL. There are many variations of mistyping this ending portion of the domain name, known at the Top Level Domain (TLD). However, this invention is restricted to the misspellings of TLDs which involve only one letter being accidentally omitted would then correspond to Country Codes TLDs (ccTLDs). This includes ".cm", ".om", ".co", ".ne" and ".et". These top level domains correspond respectively to the ccTLDs of the countries of Cameroon, Oman, Colombia, Niger and Ethiopia.

Currently, if, for example, a user types "paper.cm" into a web-browser and there is no site registered in that country code domain, the domain will not resolve and no website will be retrieved and be viewable by the user on the Web-browser.

This invention permits the user to view a website even when making one or more of the above typographical errors. This website could be specifically related to the typed-in terms, or it could be a general search website, a website containing advertising, or a combination thereof.

By permitting the user to view a website after such typographical errors, advertising, transaction or other revenue may be earned for bringing the user to that website. Advertising, transaction or other revenue may also be earned if the user follows a link or performs a search on that website or a directly or indirectly linked website.

This invention requires an agreement with at least one of the administrators of the ccTLD such that all domains that would otherwise not resolve be directed to one or more specified servers. These servers would then return websites containing e-commerce or other web-based services including advertising such as the pay-per-click advertising offered by search engines and advertising services. The services offered or advertising

may be partly or wholly "targeted", i.e. related in some way to "paper" or it may be partly or wholly untargeted, i.e. having little or nothing to do with "paper".

Background

Commercialization of the Internet has led to billions of dollars being spent on Internet advertising and marketing each year. Originally, advertisers paid web site owners based on the number of times that a user was exposed to their advertisement. Advertisers now prefer to pay only if their banner is clicked on ("cost-per-click") or a sale or service is purchased as a result of their advertisement ("cost-per-action").

In the past, advertisers paid a significant amount of money to major Internet portals, such as Yahoo, to list their sites on the search engines or place banners on the portals. This was the method in which most companies acquired users or "traffic". Today, sixty percent of traffic is derived from this method of advertising on other web sites.

Advertisers are searching for more cost-effective ways of acquiring customers. Advertisers are looking for "targeted traffic", defined as a consumer who is actively and consciously searching for a product, service or information source. Advertisers who are able to match this consumer need would then be able to target their advertisement to this consumer very effectively. Thus, advertisers are willing to spend money to advertise to their target market.

Search engine results have grown so much that it is very difficult to find what you are searching for. Our research and experience shows that up to 25% of consumers type-in domain names directly into the browser to find what they are searching for instead of using the search engines. This may be a company that they are searching for, such as Microsoft.com or a search for a product, service or information site, such as cars.com.

We can guarantee the advertiser that they will have a prominent position to reach the targeted consumer, making the likelihood of a sales conversion greater. In contrast, it is very difficult to get listed on the first few pages for a keyword search on a search engine, such as Google or Yahoo. Since few people bother to look beyond the first few pages, this method of advertising through type-in domain names is very attractive to advertisers. For example, a book company would love to advertise on books.com. Advertisers are looking more and more to finding specific, targeted consumers and trying to find the best ways of obtaining access to them. Our business model of domain names that are generic search terms resulting in type-in traffic provides an ideal alternative method for such advertisers.

Currently, several billions of dollars a year are spent on web site advertisements. This is projected to double over the next few years and outpace other methods of advertising. One of the reasons for this is that advertising on the Internet can be measured in terms of click through ratios and conversion rates whereas advertisements on television, newspaper, radio and magazines cannot be measured. Because Internet advertisements' performance can be measured, it can be improved upon and targeted to a user's location, language, past browsing activity, and previous buying habits.

Cameroon Example

Cameroon's ccTLD is ".cm". The fact that ".cm" differs from the ".com" domain by only one letter presents a very interesting opportunity to develop and take advantage of the concept of "targeted advertising traffic".

We will use Internet website requests that do NOT have valid addresses. For example, if an Internet user types "www.address12.cm" where 'www.address12.cm' is not a registered domain name, that request, under this Proposal, would be directed to our advertisers at 'www.webfile.com'. Today, users who type an invalid address generally receive an error message like the one in the image below. Our advertising page would replace these error messages.

Anytime a user anywhere in the world types in a web site name that ends in ".cm", i.e. "www.book.com.cm" the person's computer automatically goes to the ".cm" DNS to try to obtain the unique identification number (IP) of the computer called "book.com.cm". This is much like a person telephoning directory assistance to obtain the telephone number of the person they wish to call. Once the unique identification number of the website's computer is received by the user's computer, the user's computer then directly requests the web page from the website's computer. This entire process takes only a few seconds.

Today, when a request is made to the ".cm" DNS for a domain name that is not registered, an error message is returned to the user. This is much like a person calling telephone directory assistance and being told that there is no telephone number listed for the person they wish to call.

We are proposing that, instead of an error message being returned when a web site is not registered, the unique identification number of our computer is returned to the user's computer and then the person is directed to our website. There, they will find one of our optimized pages with links to products which we have selected to be as related as possible to the domain they are looking for. By a user clicking on any of the links available on our pages, we will receive a predetermined fee from the company that placed that advertisement with us.

As we can also identify the geographic location of the user, we can display different advertisements and webpages to users that are located in different parts of the world.